



Public Service Commission of Wisconsin

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SEERA Seeks Program Administrator for Focus on Energy

MADISON - The Statewide Energy Efficiency and Renewable Administration (SEERA) will release a request for proposal (RFP) for the Wisconsin Focus on Energy Program Administrator on December 9, 2010. SEERA intends to use the results of this solicitation to award a contract for the period of April, 2011 through December, 2014. SEERA is the non-profit organization formed by Wisconsin investor owned utilities to fulfill their obligations under 2005 Wisconsin Act 141, which requires utilities to competitively bid for and contract with the Focus on Energy Program Administrator.

Focus on Energy, the statewide energy efficiency and renewable program began in 2001. Focus works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus services include financial incentives, education, information and other resources to help implement projects. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, and protect the environment. Since 2001, the Focus on Energy program has saved Wisconsin businesses and homeowners \$2.20 in energy costs for every \$1 invested in the program.

“SEERA wants to use this competitive bidding process to build upon the successes to date of the Focus on Energy program,” said Jean Derfus, Vice-Chair of SEERA. “We look forward to being part of this process for the first time.”

The current Focus on Energy portfolio includes energy efficiency and renewable programs for the Business and Residential sectors as well as the Environmental and Economic Research Development Program. Learn more about Focus on Energy at www.focusonenergy.com.

Notable changes to the program in the pending RFP include:

- The RFP is for a single Program Administrator for the Business, Residential and Environmental and Economic Research and Development Program.
- The RFP is for Program Administration only -- the Program Administrator will not be allowed to implement programs.
- A four-year contract with annual targets for the period of April, 2011 through December, 2014.
- Act 141 eliminated the non-profit only requirement. All interested organizations -- profit or non-profit -- are encouraged to submit a proposal.

The RFP will be available on December 9, 2010, at <http://psc.wi.gov>. An intent to bid email from bidders is due by December 17, 2010.

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